

Franklin Simon & Co.

A Store of Individual Shops
Fifth Avenue, 37th and 38th Sts., New York



401



411

FUR COATS and FUR COATEES

FOR WOMEN
AND MISSES

Featured are models
that will be fashion-
able this winter



403



405



407



409

No. 401—Hudson Seal
Coatee (dyed muskrat),
full loose back, coat front
with rounded ends and
pockets, fastened with
buckle, large collar and cuffs
of taupe dyed squirrel.

210.00

No. 403—Taupe Dyed
Nutria Cape Coatee,
full cape back, coat front
fastened at waist with belt,
deep slit pockets, roll col-
lar can be fastened high at
neck or worn open.

175.00

No. 405—Hudson Seal
Coat (dyed muskrat), 45
inches long, round shirred
back collar with revers in
front, outside pockets
with lap and fur buttons,
detachable belt.

235.00

No. 407—Natural Nutria
Coat, 45 inches long,
square cape back collar
with shawl front, deep
fur cuffs and belt, deep
inset pockets.

210.00

No. 411—Natural Mink
Coatee, large square collar
finished with heads and tails,
bottom of coatee finished
with tails and paws, sleeves
formed by clasping cuffs with
mink heads; can be worn
loose as a full cape.

625.00

No. 409—Hudson Seal Coat
(dyed muskrat), 48 inches
long, large roll shawl collar
(fur both sides), and cuffs of
real skunk fur, new dolman
shape sleeves, crushed girdle
belt of Seal fur, finished with
handsome silk tassel.

385.00

Furs Purchased Now Stored Free Until Required

Prompt Delivery Free, Anywhere in the United States

These Prices Will

Prevail Until

August 31st Only

Later Prices Will Be

Very Much Higher

Chauffeurs' Outfits

For Summer Wear
Special At

\$37.50

Palm Beach Suit,
Duster and Cap

Smart, cool, durable—
guaranteed washable.
Norfolk jacket and
trousers of dark gray
washable Palm Beach
cloth. Double-breast-
ed duster of the same
material, and cap to
match suit and duster.
The outfit com-
plete at \$37.50 or
as follows:

Suit \$17.50
Duster \$17.50
Cap \$2.50

Catalogue and Chauffeurs' Apparel Chart
Mailed on Request



Brill Brothers

BROADWAY AT 49th ST.



DR. GRAHAM'S
ANTISEPTIC
FOOT CREAM

The private prescription of an eminent Foot Specialist
for aching, swollen, burning, tired or perspiring
feet. Overcomes soreness from corns, bunions and
calluses. Just what golfers need. Send your
soldier boy a jar.

At Drugists and Department Stores
Send the and your dealer's name for
a generous trial jar.
The Sigma Co., 29 West 32d St.
New York

Pledge to buy
W. S. S. regularly



Beauty

BEAUTY is an inherent quality of the Knabe.
Its simplicity and dignity of architecture befit
its position in fine homes. The exquisite tone
and perfect action express the subtlest tone
coloring. It is the harmonic achievement of
supreme craftsmanship.

"The Piano for a Lifetime"

Mignonette Grand \$875 in Dull Mahogany.
Convenient Terms Arranged. Pianos taken in Exchange.

Knabe Warerooms
Fifth Avenue at Thirty-ninth St.

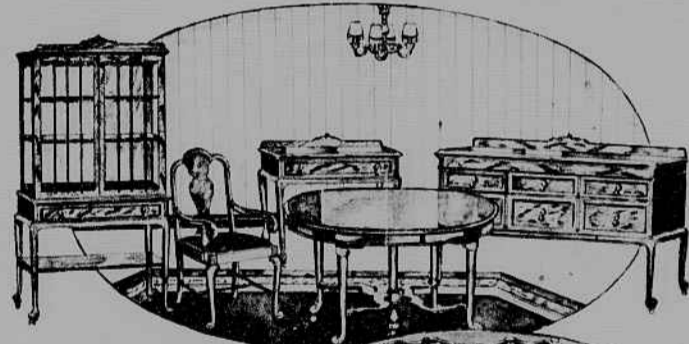


BERTHE MAY'S
ORIGINAL
MATERNITY
CORSET

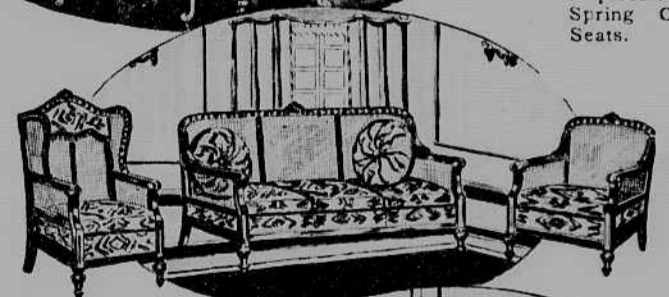
Comfort, abdominal
support, protection for
mother and child. Dress
as usual normal ap-
pearance. Call at my
Parlors, or write for book-
let No. 23, free in plain
sealed envelope.
It can be worn by stout
Women and Invalids.
Berthe May, 10 E. 46 St., N. Y.

L.M. HIRSCH
SHOE COMPANY
Exclusive Styles
For Men and Women
6th Ave. at 39th St.
(Formerly 404-406 6th Ave.)

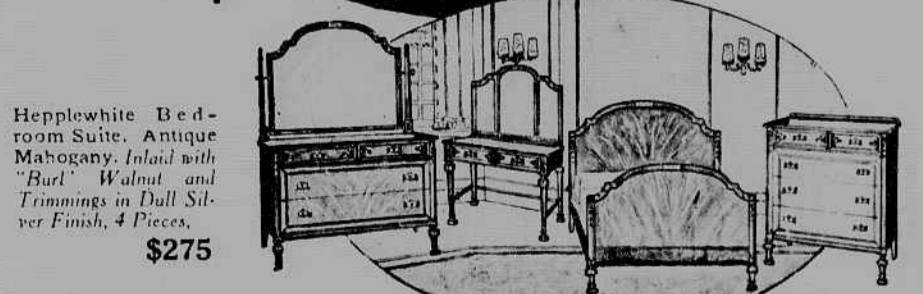
Pompeian
Beauty Powder
Adds a pearly clearness.
Stays on unusually long



Queen Anne Dining
Room Suite, Ameri-
can "Burl" Walnut,
10 Pieces
\$325



Louis XVI. Library
Suite Covered in
Velour or Damask,
3 pieces. Loose
Spring Cushion
Seats.
\$178



Hepplewhite Bed-
room Suite, Antique
Mahogany, Inlaid with
"Burl" Walnut and
Trimmings in Dull Sil-
ver Finish, 4 Pieces,
\$275

OUR August prices are a potent factor in economical
homemaking. They are far lower than any other
furniture house can offer you under present conditions,
to say nothing of the uncertain future. For those who so
desire we will arrange to hold any purchase for later delivery.

You are cordially invited to see "The Twenty-Five Rooms"
completely furnished. They are an aid and an inspiration.

KELLNER BROS.

Twenty-eight years selling Good Furniture

SOUTH EAST CORNER 15th STREET AND 6th AVENUE